
This article outlines how businesses can take a positive approach towards the recruitment and retention of older workers. As America’s population rapidly ages so does the customer base for most companies. As a result, companies should embrace older workers in an effort to build a diverse workforce that can cater to the needs of the ageing customer base. One source, the director of a company, stated that in his experience, older workers are more reliable and more attentive to quality than younger workers. The author encourages employers to change their attitudes towards training and development of older workers. Another source, Sam Mercer, claimed that “people learn in different ways and in many cases are simply not offered the chance to learn something new.” Older workers are just as capable as their younger counterparts to learn and sometimes even more motivated to do so than younger workers. As several other articles have pointed out, negative ageist attitudes are prevalent in today’s society and fact-based training does not appear to offer an effective solution. Perhaps the answer lies in the attitudes of the management of companies who are able to set policies and procedures that promote older workers. By doing so, managers can create an environment and culture in which older workers are valued for their contributions.